

## REMARKS

Applicants respectfully request reconsideration of the application in view of the remarks below and in view of the remarks previously filed on July 16, 2004 and May 4, 2004. Applicants gratefully acknowledge the Examiner's acknowledgement that the Supplemental Amendment filed on July 16, 2004, is a *bona fide* reply.

**Applicants pointed to specific distinctions believed to render claims 1-10 and 22-36 patentable in the Supplemental Amendment filed on July 16, 2004.**

In the Office Action dated October 6, 2004, the Examiner has stated that the Supplemental Amendment filed on July 16, 2004 was not fully responsive because "it does not distinctly point out the features of the amended and newly added claims which the applicant deems to be patentable over the prior art record." (Office Action at 2.) Applicants respectfully traverse this assertion, however, for the reasons discussed below.

In the Supplemental Amendment filed on July 16, 2004, Applicants pointed to specific distinctions believed to render claims 1-10 and 22-36 allowable over the references of record. For example, under the heading "Claims 1-10 and 22-36 are allowable over the references of record," Applicants stated, "neither [U.S. Patent No. 5,732,398 to Tagawa ("*Tagawa*") nor the [news release entitled "Red Roof Inns Implements High-Tech Revenue Management System ("*Red Roof release*") discloses or suggests *calculating a room rate based on a comparison between guest information and guest profile information associated with similar guests*." (Supplemental Amendment at 9-10, emphasis added.) Additionally, under the same heading, Applicants stated that "U.S. Patent No. 5,404,291 to Kerr et al. ("*Kerr*") and U.S. Patent No. 4,775,936 to Jung ("*Jung*") both fail to disclose the *comparison feature* missing from *Tagawa* and the *Red Roof release*." (Supplemental Amendment at 10, emphasis added.)

For example, independent claim 1 recites, "[a] processor-readable medium comprising code representing instructions to cause a processor to ... determine a room rate for [a] first guest *based on a comparison between ... guest information and guest profile information associated with similar guests ...*" (emphasis added). Similarly, independent claim 22 recites, "a processor ... configured to determine a room rate for [a] first guest *based on a comparison between ... guest information and guest profile information associated with similar guests ...*" (emphasis

added). Likewise, independent claim 36 recites, "a reservations management system ... configured to determine a room rate for a guest *based on a comparison between guest information associated with the guest and guest profile information associated with similar guests ...*" (emphasis added).

Accordingly, as Applicants have pointed to specific distinctions believed to render independent claims 1, 22, and 36 allowable over the references of record, and as claims 2-10 and 23-35 depend from independent claims 1 and 22, respectively, Applicants respectfully submit that all currently pending claims have been distinguished from the references of record. Additionally, Applicants submit that, for at least the reasons discussed above, claims 1-10 and 22-36 are allowable over all of the references of record.

### Conclusion

Applicants respectfully submit that the present application is in condition for allowance, and earnestly solicit a Notice of Allowance, which is believed to be in order. Should the Examiner have any questions regarding this communication, or the application in general, she is invited to telephone the undersigned at 703-456-8108.

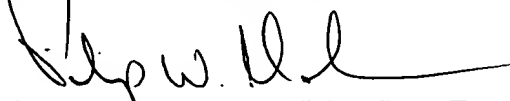
Although it is believed that no fees are required for this paper, the Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §§ 1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283.

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